



WPTV

ORDER

Print Date 09/17/12

Page 1 of 2

Flight Dates **10/03/12-10/09/12**

Contract / Revision **311065 /**

Original Date / Revision
09/13/12 09/14/12

Advertiser **West / Republican / Congress**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Allen West for Congress

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **Order # 79 Add**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

| Account Executive | Order% | Start Date | End Date |
|----------------------|--------|------------|----------|
| Marta Salazar-Perren | 100% | | |

Order Share 40% Market Value 28250

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| UNKWN | 60% | 16950 |
| WFGC | % | 0 |
| WFLX | % | 0 |
| WPBF | % | 0 |
| WPEC | % | 0 |
| WPPB | % | 0 |
| WPXP | % | 0 |
| WTCE | % | 0 |
| WTCN | % | 0 |
| WTVX | % | 0 |
| WXEL | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---------------|------------|-------------------|--------------------|-------------|
| October 2012 | 16 | \$9,605.00 | \$11,300.00 | 0.00 |
| Totals | 16 | \$9,605.00 | \$11,300.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|------------|--------------|
| 10/01/12 | 10/09/12 | 16 | \$9,605.00 | \$11,300.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--------------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 1 | WPTV | 10/03/12 | 10/09/12 | M-F 6-7a M-F 6-7a | CM | 6-7a | 11-11-- | :30 | 4 | \$900.00 | P-1 | 0.00 | NM | 4 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/03/12 | 10/09/12 | 11-11-- | | | 4 | | \$900.00 | | 0.00 | | | | |
| N 2 | WPTV | 10/03/12 | 10/09/12 | Sa 6-7a Sa 6-7a | CM | 6-7a | -----S- | :30 | 1 | \$325.00 | P-1 | 0.00 | NM | 1 | \$325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/03/12 | 10/09/12 | -----S- | | | 1 | | \$325.00 | | 0.00 | | | | |
| N 3 | WPTV | 10/03/12 | 10/09/12 | M-F 10-11a M-F 10-11a | CM | 10-11a | 11111-- | :30 | 5 | \$475.00 | P-1 | 0.00 | NM | 5 | \$2,375.00 |



WPTV

Print Date: 09/17/12

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Contract / Revision **311065** Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/14/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **Order # 79 Add**

| | | | | | | | | | | | | | | Totals | | |
|-------|------|-------------------|-----------------|----------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | |
| N 3 | WPTV | 10/03/12 | 10/09/12 | M-F 10-11a M-F 10-11a | CM | 10-11a | 11111-- | :30 | 5 | \$475.00 | P-1 | 0.00 | NM | 5 | \$2,375.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/03/12 | 10/09/12 | 11111-- | | | | | 5 | \$475.00 | | 0.00 | | | | |
| N 4 | WPTV | 10/03/12 | 10/09/12 | M-F 11-12n M-F 11-12n | CM | 11a-12p | 1----- | :30 | 1 | \$350.00 | P-1 | 0.00 | NM | 1 | \$350.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/03/12 | 10/09/12 | 1----- | | | | | 1 | \$350.00 | | 0.00 | | | | |
| N 5 | WPTV | 10/03/12 | 10/09/12 | M-F 7-730p M-F 7-730p | CM | 7-730p | -1----- | :30 | 1 | \$950.00 | FX | 0.00 | NM | 1 | \$950.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/03/12 | 10/09/12 | -1----- | | | | | 1 | \$950.00 | | 0.00 | | | | |
| N 6 | WPTV | 10/03/12 | 10/09/12 | M-F 730-8p M-F 730-8p | CM | 730-8p | 1----- | :30 | 1 | \$950.00 | FX | 0.00 | NM | 1 | \$950.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/03/12 | 10/09/12 | 1----- | | | | | 1 | \$950.00 | | 0.00 | | | | |
| N 7 | WPTV | 10/03/12 | 10/09/12 | M-F 730-8p M-F 730-8p | CM | 730-8p | --1-1-- | :30 | 2 | \$775.00 | P-1 | 0.00 | NM | 2 | \$1,550.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/03/12 | 10/09/12 | --1-1-- | | | | | 2 | \$775.00 | | 0.00 | | | | |
| N 8 | WPTV | 10/03/12 | 10/09/12 | NFL Pregame NFL Pregame | CM | 4-10p | -----1 | :30 | 1 | \$1,200.00 | P-1 | 0.00 | NM | 1 | \$1,200.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/03/12 | 10/09/12 | -----1 | | | | | 1 | \$1,200.00 | | 0.00 | | | | |
| | | | | | | | | | | | | | | Totals | 16 | \$11,300.00 |